

MASTER PLAN	for the	Marcy-Holmes Neighborhood	
CHAPTER SIX: SOCIAL AND CULTURAL			

Chapter Six: SOCIAL AND CULTURAL

Goal: A diverse population that acknowledges the needs of each culture and works well together to address neighborhood issues.

Background

The Marcy-Holmes neighborhood has always been a heterogeneous neighborhood. The University of Minnesota has attracted a diverse population over the years. Many university students and faculty have lived in the Marcy-Holmes neighborhood and have contributed to its diversity. The family population of the neighborhood is relatively small.

Some of the key facts revealed by the 2000 Census are highlighted below. (More detailed Census information can be found in Appendix A.)

- Marcy-Holmes contributed to the city's overall growth in the last decade by adding 254 people. There are about 9,000 people in the neighborhood.
- The White population dropped 8%, but still accounts for three-quarters of the population in the neighborhood.
- The neighborhood experienced a slight movement of Asian and Hispanic population into the neighborhood.
- Minority increases in the neighborhood more than made up for the loss of white residents and accounted for all the growth.
- Family households account for only 18% of all households in the neighborhood.
- Families with children under 18 increased by 18.1%.

- School age children (5-14) almost doubled in the decade but still only numbered 224 students.¹
- The number of people in the prime child bearing years of 25 to 34, also known as young families, dropped by 17.8% to 1,795.
- The number of people in the 20 to 24 age group is 48% of the neighborhood population.
- There was virtually no new housing (just 17 units) constructed in the neighborhood in the last decade.
- The number of owner-occupied units increased while the family population decreased in the 1990s.

¹ The age 15-19 age group was not counted because of the large number of 18 and 19 year old college students that do not represent a population that would be using Minneapolis public or private schools.

Objectives for Marcy-Holmes' Social and Cultural Environment

- Students
- Families and Children
- Racial Minorities and New Cultures
- Elderly and Disabled Persons
- Schools
- Arts and Cultural Opportunities
- Neighborhood Consensus
- Alternative Schools and Rehabilitation Programs

Students

Objective: Greater student involvement in the neighborhood organization and activities.

Policies: The neighborhood supports:

1. Recruiting and appointing a student liaison through the Marcy-Holmes Neighborhood Association (MHNA) and Marcy-Holmes Neighborhood Revitalization Program (NRP) to help communication between the University students and the neighborhood.
2. Developing a younger emphasis and hosting events to bring the younger folks and the rest of the neighborhood together in open houses and social events.
3. Targeting the fraternities and sororities in social service projects in the neighborhood and having them assist in preventing and addressing key problems such as litter and noisy parties.

4. Developing a brochure for students that provides information to them about the historical features in the neighborhood and the family core of the neighborhood and the need to be respectful of other students and the long term residents of the neighborhood.
5. Working with the Minnesota Daily to request more news coverage on neighborhood issues and/or column space for the neighborhood to present livability issues discussion.
6. Creating a better connection between the U of M and the neighborhood. This might include making faculty contacts to solicit faculty and students' help on neighborhood projects and studies of conditions in the neighborhood. Projects might include clean-up and fix-up tasks as well as arts projects.
7. Developing positive messages about good examples of what is being done to address livability issues.
8. Continuation of a landlord-renters forum where landlords could come and show their housing units and where students could easily compare housing choices.

Families and Children

Objective: A greater proportion of families with children and protection of the family core of the neighborhood.

Policies: The neighborhood will:

1. Advocate for school board and neighborhood initiatives to support and improve the local school system. See the **Schools** objective below.

2. Implement policies aimed at improving the appearance and safety of the neighborhood, listed specifically in the Livability Chapter.
3. Consider conducting real estate agent workshops to educate them about the family-friendly features in the neighborhood.
4. Advocate strengthening pre-school and day care opportunities in the neighborhood.
5. Encourage churches to increase their outreach efforts to local residents.

Racial Minorities and New Cultures

Objective: Continued appreciation of diversity.

Policies: The neighborhood supports:

1. Neighborhood sponsored events or activities targeted toward new groups in the neighborhood.
2. Educational efforts to learn more about new groups. Outreach efforts should be made to these groups to invite them to workshops or social events where their cultures can be celebrated and explained.
3. Community education programs at Marcy School to offer English language classes and other classes to help the transition into the neighborhood.

4. Opening innovative communications channels, primarily through the neighborhood newspapers and neighborhood web site. This would allow the neighborhood to get its message out to the new residents and also allow them to communicate amongst each other in their native language.
5. Development of a community center to bring all groups together, provide community resources, and joint social events. There could be translation resources and message boards at the community center.
6. Modifying the Block Club program in order to provide assistance to new residents. Currently there is relatively low involvement in the program.

Elderly and Disabled Persons

Objective: Services for seniors.

Policies:

1. The neighborhood supports publicizing the services of Southeast Seniors to those seniors in the neighborhood.
2. Implement policies aimed at improving transit service.
3. Improve snow and ice removal from sidewalks.

Schools

Objective: Involvement of the neighborhood in the local school’s development of a culture of learning.

Policies: The neighborhood supports efforts to:

1. Publicize the reputation of the Marcy School.
2. Continue to improve the learning atmosphere in the neighborhood by encouraging and enabling entire families in achieving their educational goals.
3. Develop a learning exchange clearing house (a barter system for exchanging all kinds of knowledge and skills).
4. Encourage the entire neighborhood to be involved in the local schools.
5. Find off-street parking solutions for staff and visitors to Marcy School.

Arts and Cultural Opportunities

Objective: Develop more arts and cultural opportunities in the neighborhood.

Policies: The neighborhood supports:

1. Conducting an inventory of arts organizations, cultural assets, and accommodations to identify organizations and locations supporting arts activities.

2. Utilizing the performing arts talent in the church congregations. This should be included in the inventory. Churches may also provide a venue for the display of local artists’ work.
3. The efforts of The Soap Factory to attract arts and organizations to its facility.
4. The existing Marcy Arts Partnership.
5. A neighborhood arts organization finding space for student art exhibits.
6. Finding venues for local bands.
7. Promotion of public art, murals, and sculpture projects done in the neighborhood.
8. Creating an organization something like Forecast, a community based group, to act as a clearing house for local arts activities.
9. Initiating a summer art contest for families and other groups to promote art and a sense of community.

Neighborhood Consensus

Objective: More unity and consensus amongst groups in the neighborhood.

Policies: The neighborhood supports:

1. Efforts to create a dialogue between students and long-term residents to soften an “us vs. them” attitude that may exist and to reveal objectives and needs of both groups.
2. Political redistricting that keeps all of the neighborhood, and even all of Southeast Minneapolis in one ward.
3. Blending and embracing of different cultures rather than segmentation.

Alternative Schools and Rehabilitation Programs

Objective: Lessen impact of alternative schools and rehabilitation programs on neighborhood residents and visitors.

Policies: The neighborhood encourages:

1. Positive behavior by students attending alternative schools, both during the school day and if/when they return to the neighborhood on weekends and in the evenings.
2. Equitable distribution of rehabilitation programs throughout the city.